

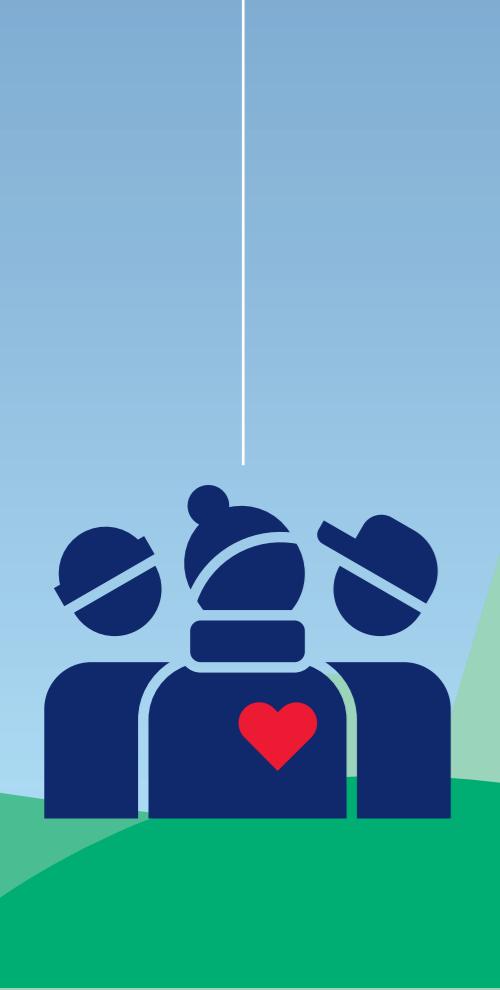
| Our vision:

The best in the networked world – everywhere and all the time.

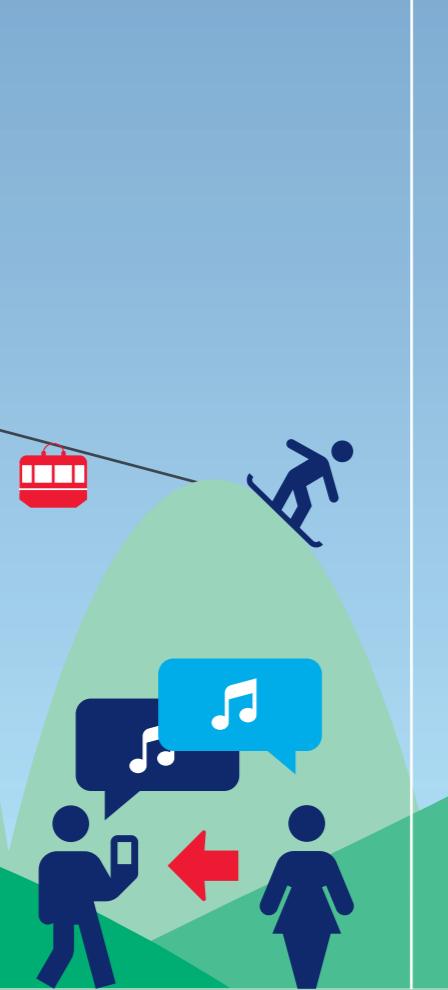


Our values:

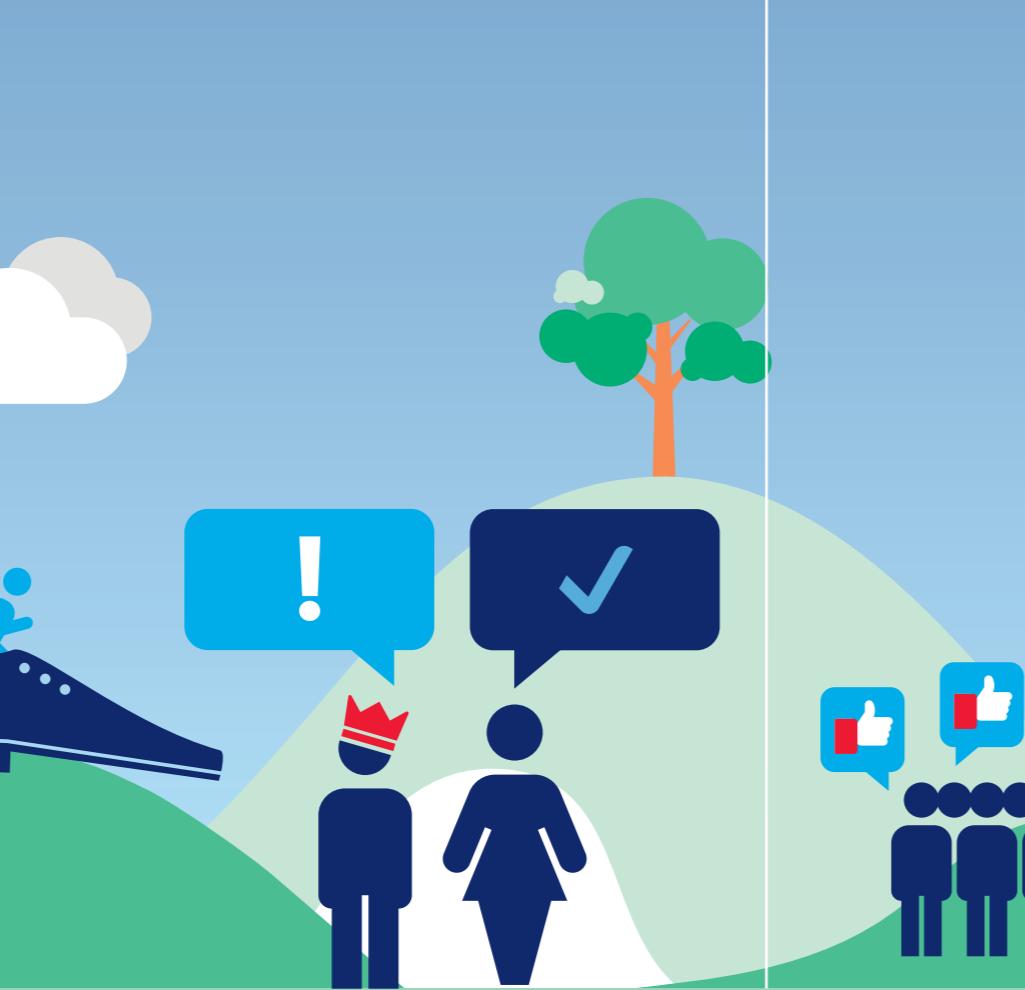
We focus on people and their relationships. Together we succeed.



We are close to our customers.



We achieve great things.



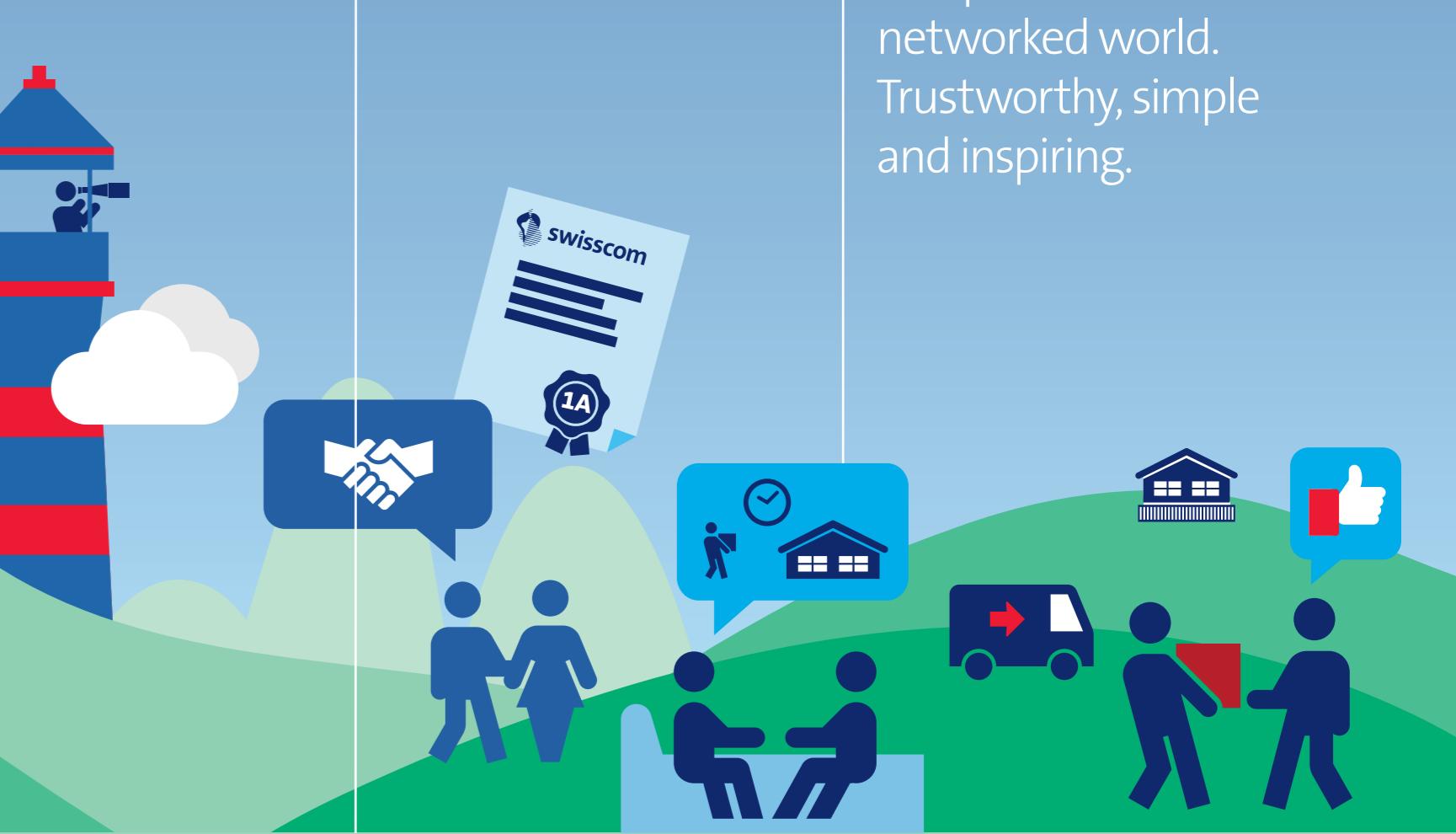
We shape the future.



We are open to new ideas.



We keep our promises.



Our customer promise:

Swisscom – the best companion in the networked world. Trustworthy, simple and inspiring.



We are close to our customers – Customer centricity.

- > We are interested in our customers.
- > We see things from the customer's viewpoint.
- > We take our customers' concerns seriously.
- > We speak the customer's language.
- > We offer customers new opportunities.

We achieve great things – passion.

- > We have passion and ambition.
- > We enable success.
- > We act boldly.
- > We inspire enthusiasm.
- > We create new things with our partners.

We shape the future – sustainability.

- > We think in a holistic and connected way.
- > We ensure long-term success.
- > We take responsibility.
- > We use resources carefully.
- > We are connected to Swiss society.

We are open to new ideas – curiosity.

- > We see the world from the point of view of others.
- > We see the big picture.
- > We listen and seek to understand.
- > We are interested in new ideas and thus drive our business.
- > We constantly question and continue to develop ourselves.

We keep our promises – reliability.

- > We keep our word.
- > We inspire trust.
- > We have high quality standards.
- > We are reliable.
- > We are authentic.

Welcome to the country of possibilities.